

Season's Greetings From

MAD^{IND}

No.
276
January
1988

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HO! HO! HO! LAST CHANCE BEFORE PRICE INCREASE

HO! HO! HO! LAST CHANCE BEFORE PRICE INCREASE

MAUD

"Nothing like a little exercise to change a person's life—especially if it's a walk down the aisle!"

—Alfred E. Neuman

WILLIAM M. GAINES *publisher*

NICK MEGLIN, JOHN FICARRA *editors*

LEONARD BRENNER *art director* TOM NOZKOWSKI *production*
CHARLIE KADAU, JOE RAIOLA, SARA FOWLER *associate editors*

DICK DE BARTOLO *creative consultant*

JACK ALBERT *lawsuits* ANNE GAINES *logistics*

GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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"PREDECESSOR"
(A MAD
MOVIE
SATIRE)
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JUST WHEN YOU THOUGHT YOU HAD ALL THE ANSWERS...

ONCE AGAIN
MAD's
Al Jaffee
SPEWS OUT
"SNAPPY ANSWERS
to STUPID QUESTIONS"

31513 WPS

SNAPPY

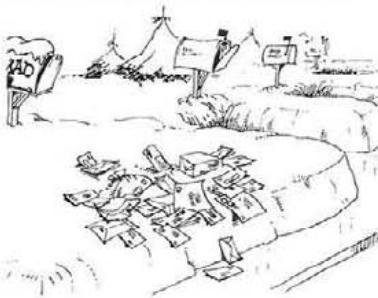
IS THIS A NEW
SNAPPY ANSWERS
BOOK, MR. JAFFEE?

NO, THIS IS AN OLD
SNAPPY ANSWERS BOOK.
ONLY THE WORDS AND
PICTURES ARE NEW.

IT'S VERY FUNNY!
IT'S AVAILABLE NOW!
IT'S AT BOOKSTORES
EVERYWHERE!
ANY MORE
STUPID QUESTIONS???



LETTERS AND TOMATOES DEPT.



GIVING CREDIT WHERE NO CREDIT IS DUE

Last week I was at a restaurant with my friend and used your "No-Credit" cards from MAD #274. We are now serving a one-year sentence for fraud.

Evan Pranhall
Manhattan, NY

We're sorry to hear that, Evan. But so long as you're in the slammer, give our best to Sean Penn (provided he's not out of jail filming a movie!)-Ed.

WORLD LANDMARKS

In the article "Little Known World Landmarks" you forgot the EMPIRE STEAK BUILDING!

Karl Manis
Shaw AFB, SC

We understand your beef. We were going to include it, but illustrations of the Empire Steak Building are rare and never well done! And that's no bull.-Ed.

NO PROBLEM!



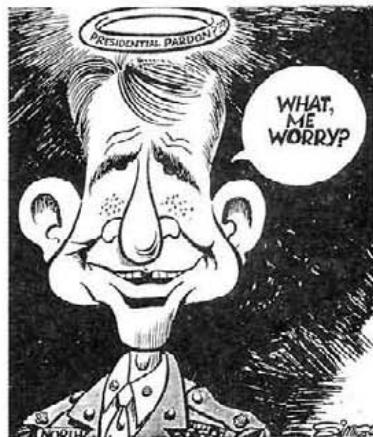
From the looks of things, Alf liked our spoof of his hit show (MAD #272) as much as a nice hot "CAT"-serole!

NORTH JEST TERRITORY

Is MAD artist Harry North a relative of Col. Oliver North?

Tom Starling
Valley City, OH

No one wants the truth to be known more about this than we do. But respectfully, we must decline to answer on the grounds that it may incriminate Harry!-Ed.



Steve Johnson of Tulsa, OK sent us this editorial cartoon from the Tulsa Tribune. We pardon you, Steve!

DIRTY LAUNDRY

I was reading "Legal Wreckin'" by Dick DeBartolo and Angelo Torres when I came to the joke about bullets bouncing off an over-starched shirt. You used the same joke in "Knut Rider," (MAD #241, Sept. '83) done by DEBARTOLO and TORRES! Did you think you could get away with it unnoticed?

Crip Erickson
Minot, ND

There's a simple explanation: Mel Gibson and David Hasselhoff have been taking their shirts to the same cleaners for years! What we want to know is, did you think you could get away unnoticed with an over-starched name like "Crip"?

-Ed.



"Knut Rider" MAD #241

"L.A. LEWD"

L.A. LAW NIGHTMARES ON ELM STREET LETHAL WEAPON



CALL 911

LA LAW

The Golden State

Steven Bochco

August 6, 1987

MAD
Department 274
485 Madison Avenue
New York, New York 10022

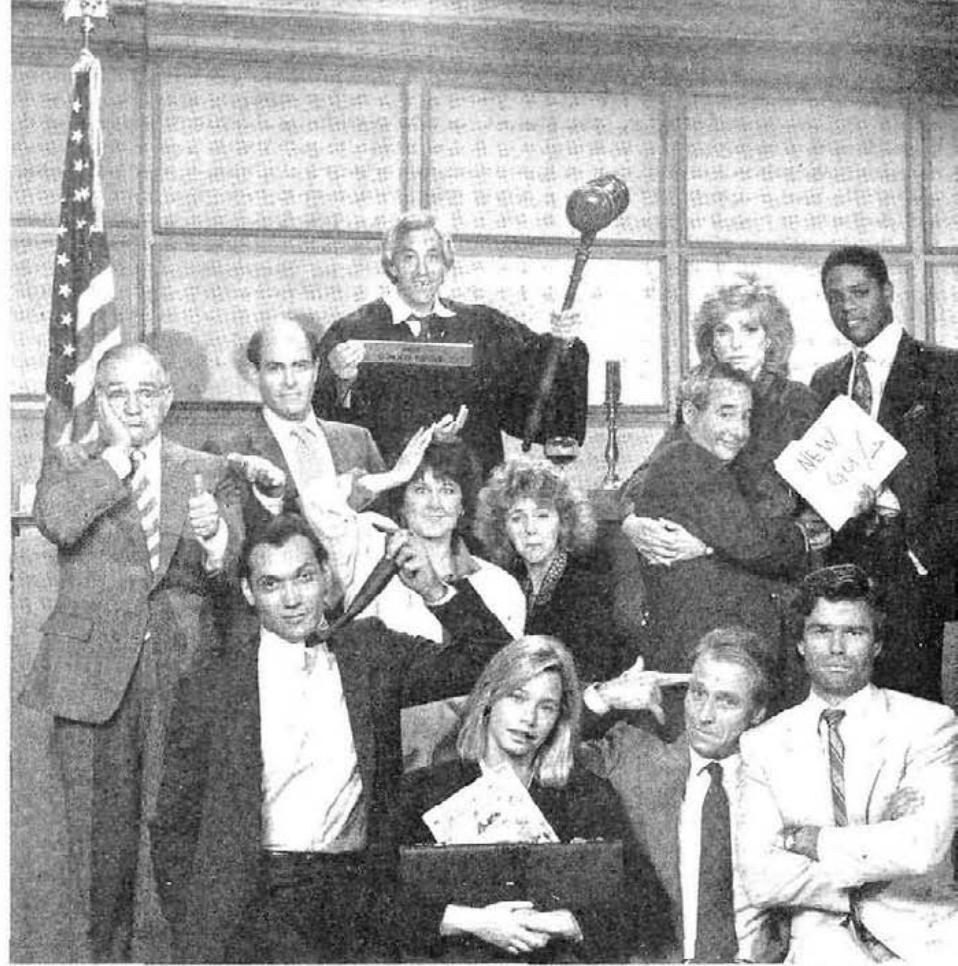
Dear MAD Magazine:
Great artwork.
Great writing.

We hereby grant you by virtue of the power vested in us by NBC and 20th Century Fox, an honorary L.A. LAW degree.

Sincerely,
Steven Bochco.

The Honorable Steven R. Bochco

SPB:mf



There's an old saying that goes "Art imitates life." Well, this time it's the other way around! Mainly, the cast of "L.A. Law" imitating MAD! The stars of the NBC series were so taken aback by the cover of MAD #274 that they decided their only legal recourse was to pose for a photo copying our cover. We thank them, but wish they had sent the picture a few months earlier—it would have saved cover artist Mort Drucker a lot of work! Pictured are: Front row: Jimmy Smits, Susan Dey, Corbin Bernsen, Harry Hamlin. Middle row: Richard Dysart, Alan Rachins, Susan Rutan, Michele Greene, Michael Tucker, Jill Eikenberry and "new guy" Blair Underwood. In the back is "L.A. Law" Producer Steven Bochco doing an Alfred imitation!

"ELM STREET"

I'm a reporter for the South End newspaper in Detroit, and I recently interviewed Robert Englund, who portrays Freddy Krueger in the "Nightmare On Elm Street" films. When I asked if he was waiting for MAD to do a satire of his films, he answered, "If they do, I'll buy and frame it and put it up in my office!" Thought you'd like to know!

Lucy Kitchen
Detroit, MI

What a coincidence! When we interviewed Robert Englund, he said that if the South End newspaper ever did a story on him, he'd shred it, burn it and throw the ashes into Lake Michigan! Go figure! — Ed.

MORON MAIL

What does the word "Yecch" mean?
Chris Santine
Broomall, PA

A good question. "Yecch" is an old Yiddish word that when loosely translated means "Borg." — Ed.

FAN LETTER OF THE MONTH

Dear MAD Men:
As a MAD-OPHATIC DEVOTEE, I was tickled to see in yesterday's PAPERHOUSE some MADITIES FROM THE PAST: THE MAD YOUTH, ARTHUR THE PLANT, PETERSON, ETC. THANKS.



Ray Coshow
San Francisco, CA

A SUPER SPECIAL COMMENT

I was just reading your Spring 1988 Super Special "MAD Mania" and the article "Questions We'd Like to Ask TV Advertisers." I have one of my own: TO THE COCA-COLA CO.—Is the fact you hired Max Headroom to promote New Coke indicative of your inability to find a human star to endorse the stuff?

Robert Bischoff
Deerfield, MI



Please Address All Correspondence To:
MAD, Dept. 276, 485 MADISON Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-depressed, stamped envelope!

DEVILED HAM AND SCRAMBLED LEGS DEPT.

Every once in a while, a new movie comes along that's funny, clever and in good taste. Maybe one day we'll be lucky enough to see one! Until then, we'll just have to take whatever Hollywood throws up to us as we try to stomach...

THE WRETCHES OF ECCHFLICK

I'm Spookie Witchmeal! In college I majored in fertility! My husband left me because every time we had sex I got pregnant! How fertile am I? I gave birth on the first date!

I'm Jade Boffer! I teach music at the local school! I used to lack self-esteem, but Drool's changed all that! He's filled me with so much lust and desire that now I'm proud to be a bimbo!

I'm Abracadabra Bedbird, one of Drool's sexual conquests! To me, he's gross, vulgar, sickening and emotionally retarded! Lucky for him I'm a pushover for men who are gross, vulgar, sickening and emotionally retarded!

I'm Drool Van Horny, but my friends call me Satan! I'm Ecchflick's one and only sex-crazed, supernatural weirdo! I love flaunting my wealth and power, and when I don't get what I want, I plead and whine and carry on something awful until they come across! The way I see it, if I bomb out here, I can always make it as a televangelist!

///QT
DRUCKER

AT LAST
DE TAIL!



Operator, we're three girls alone in this big house and we just got an obscene call! Of course this is a complaint! We were cut off in the middle of a heavy breath! Can you please trace it and re-connect us?

Boy, that gets me mad when we get disconnected!

Well, look at the bright side. At least our toll-free 800 number is starting to pay off! I get to answer the next one!

How about if we use our occult powers, invoke a mystical spell and create a Galahad or a Prince Charming?

No one will believe it!

That we can really do it?

No, that three babes with our bodies and looks are hard up for dates on a Saturday night!



ARTIST: MORT DRUCKER



WRITER: FRANK JACOBS

Obsessia, I just heard a mysterious stranger bought the Lumox Mansion!

NO, NOT THAT! OUR LIVES WILL BE RUINED! OUR TOWN WILL BE DESTROYED! WE'RE HEADED STRAIGHT FOR HELL!

She really seems upset! She's shouting in capital letters!

You should have heard her when the gay bar opened! She screamed in italics!

Some perfect man we've created! He's gross, slobbering and drunk! Are we that stupid?

No—that desperate! Just listening to him is revolting!

To us it's revolting! To him it's foreplay!



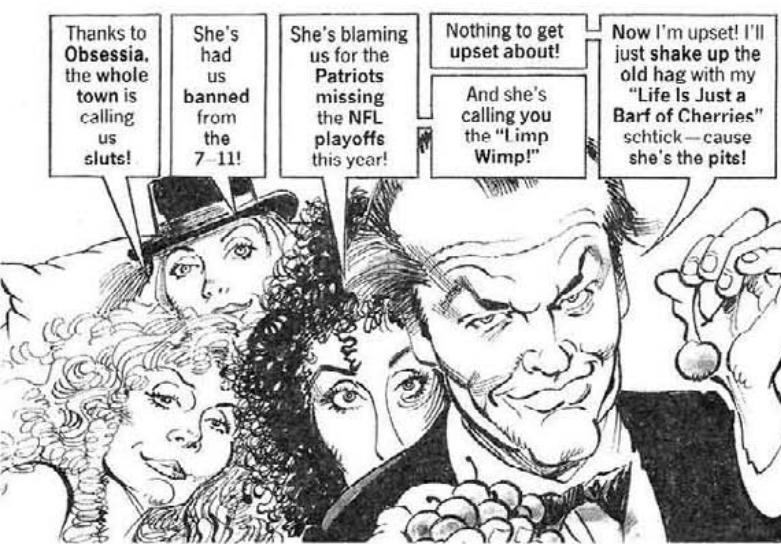
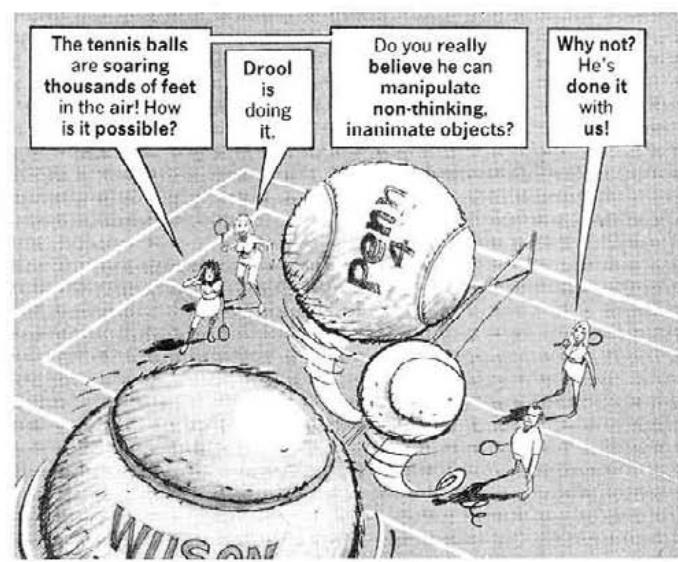
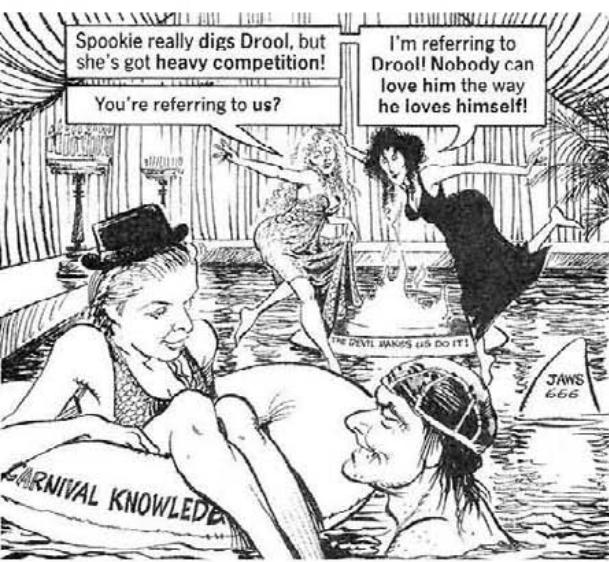
You're disgusting, yet I feel drawn to you! Why?

Because I can look into your soul! I can see how you've been held back by lesser mortals who've prevented you from being a complete woman!

Then you know about Sonny Bono!



SATAN SHEETS



Clod just killed Obsessia, and you made it happen, Drool! How did you get your evil insane power?

Through reincarnation! In my first life I was a hopeless drunk in "Easy Rider"! Then I reincarnated as a radical weirdo in "Five Easy Pieces" was reborn as a nut case in "One Flew Over the Cuckoo's Nest" and came back again as a homicidal maniac in "The Shining"!

Why is Spookie bent over in pain?

Because Drool is sending destructive impulses through the atmosphere to her body!

Gee, if he had only sent them by the U.S. Postal Service—she never would have received them!

I'm sorry but we can't help her. She doesn't have the "mysticism curse" rider in her Blue Cross policy...



We created Drool! Now we must destroy him by using this voodoo doll! I'll stick a pin in his leg to cause incredible pain...

And I'll stick a pin in his arm to cause even more pain. What are you going to do, Abracadabra?

Let me think... Hmmm—I have this electric pencil sharpener...



We'll jab him until he screams in pain!

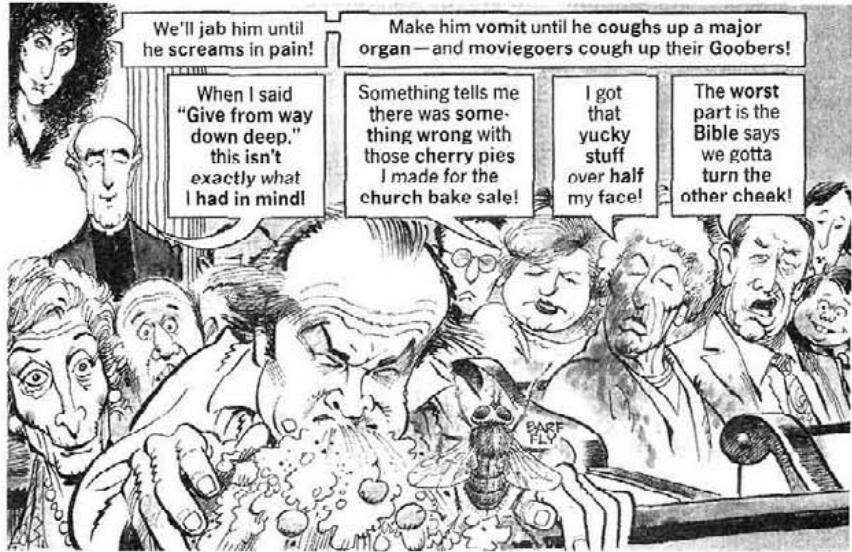
Make him vomit until he coughs up a major organ—and moviegoers cough up their Goobers!

When I said "Give from way down deep," this isn't exactly what I had in mind!

Something tells me there was something wrong with those cherry pies I made for the church bake sale!

I got that yucky stuff over half my face!

The worst part is the Bible says we gotta turn the other cheek!



...And finally obliterate him!

BLAM!

Drool's back in the supernatural world and each of us has his child! Do you think people will know he was the father? After all, the babies do look like Drool!

And sound just like Drool!

And especially...



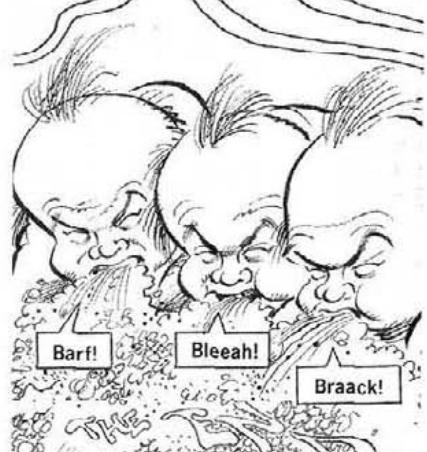
THROW UP LIKE DROOL!!

Bart!

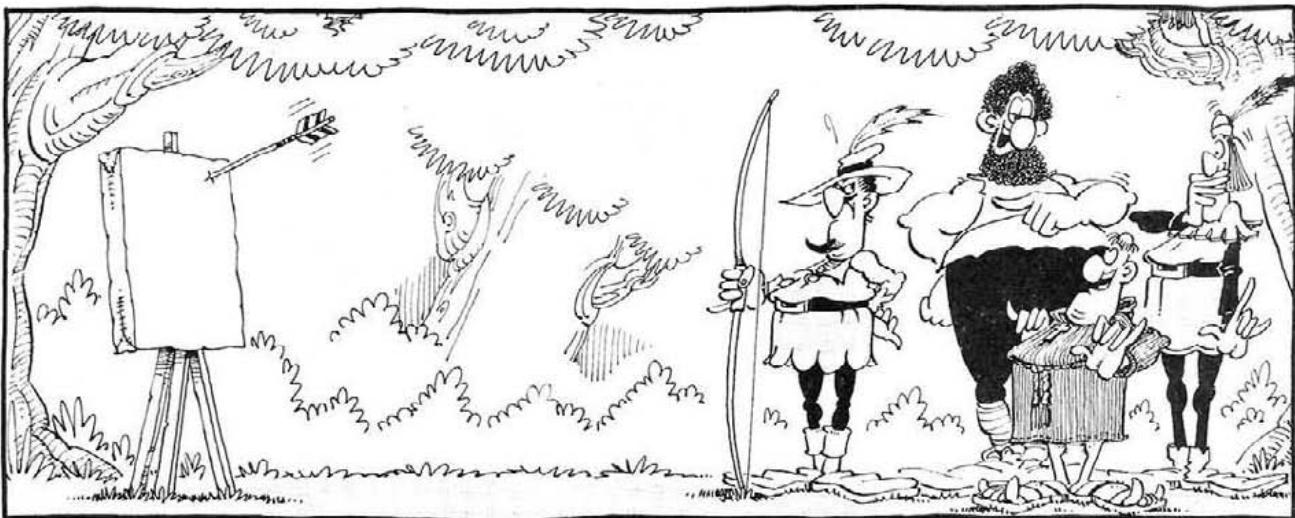
Bleah!

Braack!

FROM THE MOUTHS OF BABIES



ONE MORNING IN SHERWOOD FOREST



Once upon a time, there was a Mommy, a Daddy and a good little girl...and that was about 1 million years ago! Times have changed! TV and movies have kept up with current reality, but books for kids are way behind! Nowadays, kids don't bring home stray cats and live happily ever after! We know what *really* happens—the kid breaks out in a horrible rash, the furniture gets clawed to shreds, and the kitty chokes on a hairball! It's time to bring young readers into the real world! So we present...

Mad's Updated Children's Books

ARTIST: GEORGE WOODBRIDGE

WRITER: MATTHEW T. SMITH



A HANDGUN FOR HARRIET

By *Beaverly Cranky*
42 pages; *Random Shot House*
\$11.95 (Ages 8 to 12)

A NAUGHTY little girl cures her younger brother's thumb-sucking problem in this gentle and reassuring story. Realistically illustrated.



BEN BAILEY DOESN'T FLOSS

By *Toothie de Pullola*
27 pages; *Spitner's*
\$7.95 (Ages 3 to 8)

BEN Bailey's poor oral hygiene causes his teeth to turn green and mossy and drop out one by one. This charming picture book is a humorous and delightful way to frighten impressionable young children into proper dental care. The latest work by the award-winning author of *Billy Doesn't Bathe*.

HAMSTERS DON'T FLY

By O.Y. Vey

58 pages; Little, Brown Animals

\$9.95 (Ages 6 to 21)

A GROUP of first graders home from school put their theories about gravity to the test from a friend's tenth-floor apartment. Illustrated in full color.



CREepy HOWARD

By Shelved Silverspleen

14 pages; E.P. Dullwitted

\$12.95 (Ages 6 to 9)

A CRUEL joke embarrasses a bashful country boy on his first day in school. Will he grow to overcome his shyness and make friends—or will he bring his softball bat to school and take the law into his own hands?

TABBY HAD PUPPIES!

By Morose Sendback

62 pages; Holtom Mutant

\$7.95 (Ages 8 and up)

YOUNG Jim Feisterbrat uses his Apple home computer to reprogram the genetic structure of the family cat—with zany results.





MUFFY'S MYSTERY

By A.A.A. Enlim
122 pages; *Gee Pee Tantrum's Sons*
\$27.95 (Ages 2 to 10)

PRE-TEEN sleuth Muffy Hildebrandt is hot on the trail of the mysterious prankster who stole her Uncle Bob's blood pressure pills and replaced them with salt tablets. A warm and whimsical whodunit for young children.



DOLLY AND THE MOSQUITO

By William Sting
30 pages; *Scholastic Swamp*
\$19.95 (Ages 3 to 8)

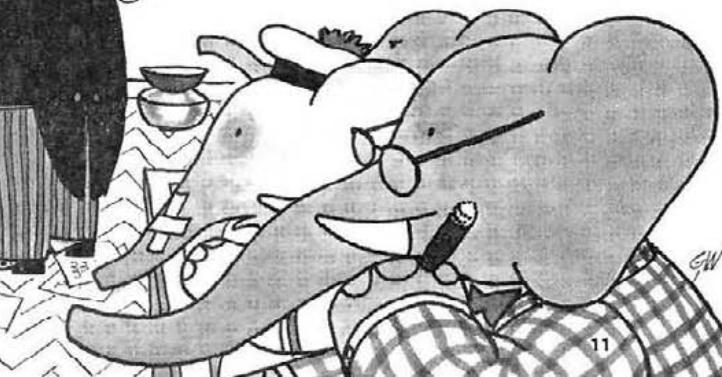
WHILE on vacation in Florida, young Dolly Pepper befriends Morris the Mosquito and contracts malaria in the process. A "pop-up" picture book for beginning readers.



TERRIBLE TOM'S DAY IN COURT

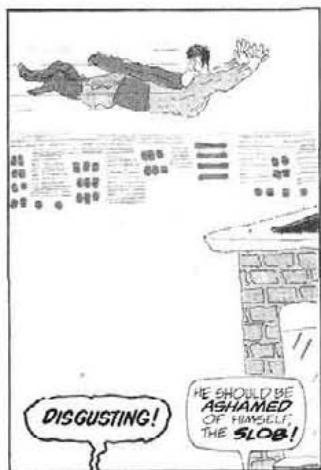
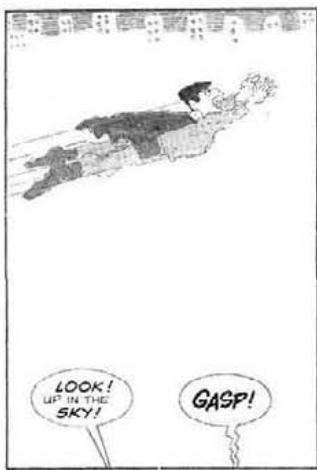
By Jean de Brouhaha
114 pages; *Wapner & Row*
\$13.95 (Ages 7 to 8)

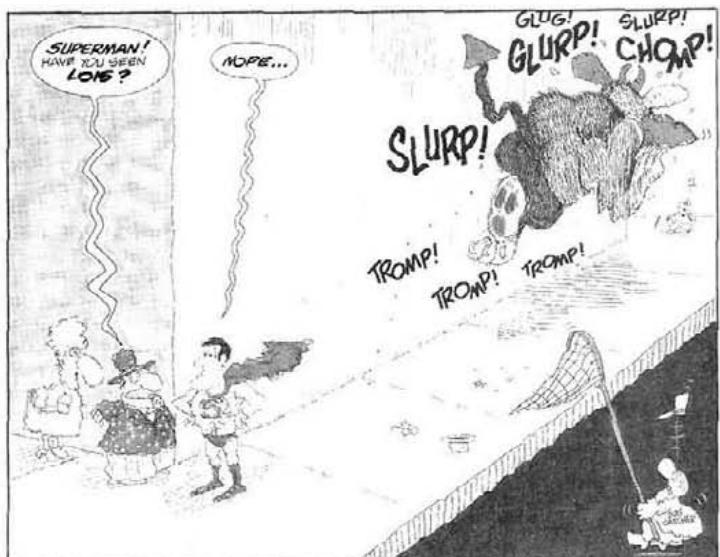
TERRIBLE Tom is the biggest boy on the playground and the meanest bully in school—until an enterprising young victim learns to fight back, slapping Tom and his parents with a six-figure lawsuit.



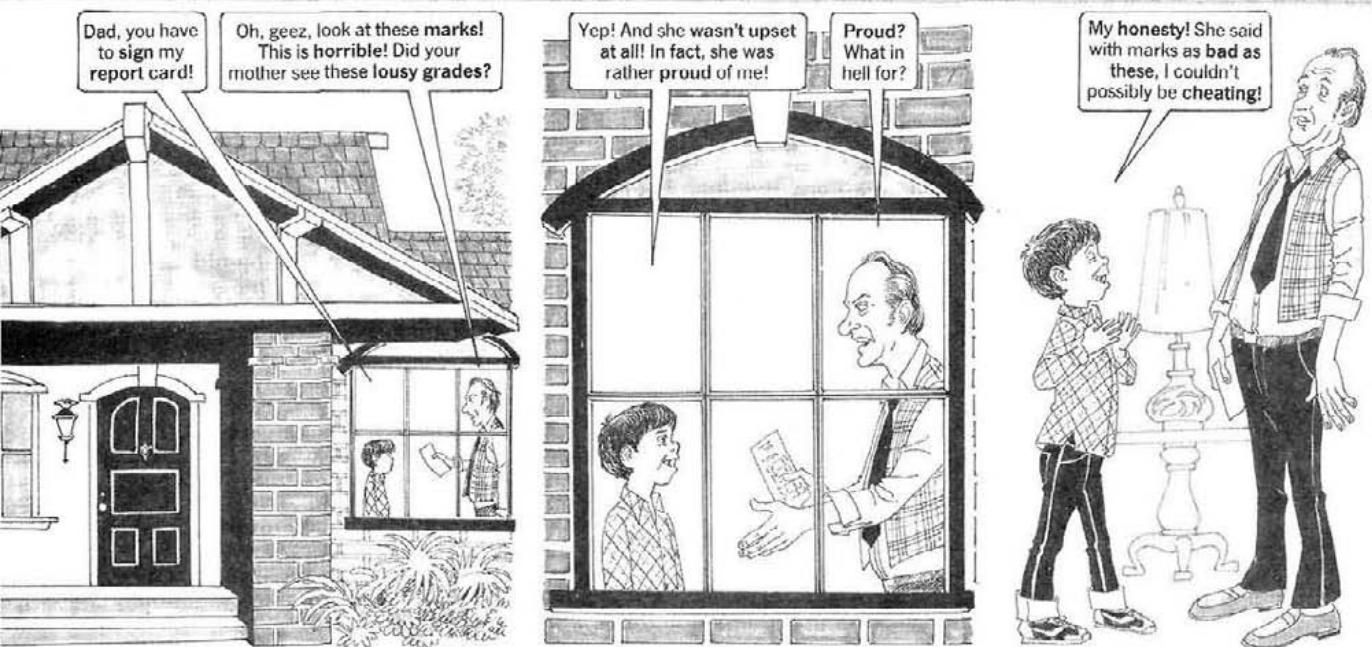
Duck Edwing looks at

SUPERMAN





REPORT CARDS



BERG'S EYE VIEW DEPT.

THE LIGHT

PESTS



IN-LAWS



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

DIVORCE

Hi, Carol! Haven't seen you here in a while! How's your husband?

You mean my ex-husband! Tom and I were just divorced!

On no, not you, too? What happened?

Well, I saw signs of Tom's problems very early on...

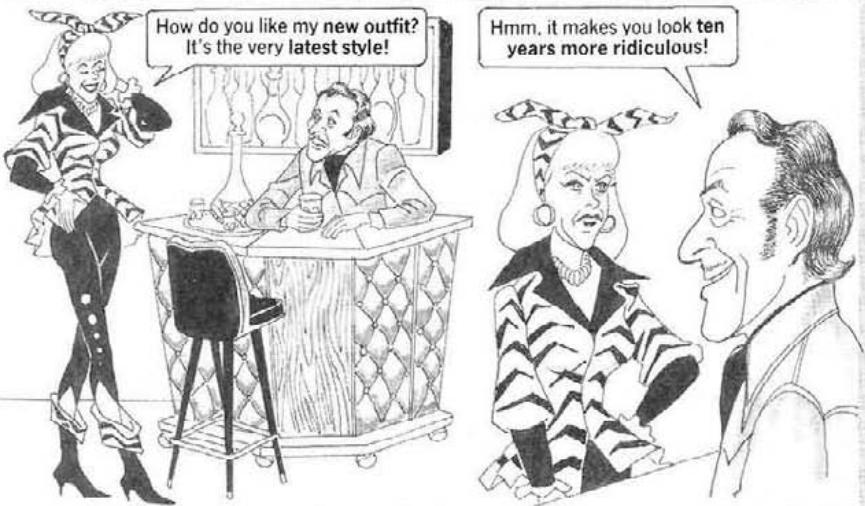
...as we were leaving the wedding reception!



CARS



FASHION



EMPLOYMENT



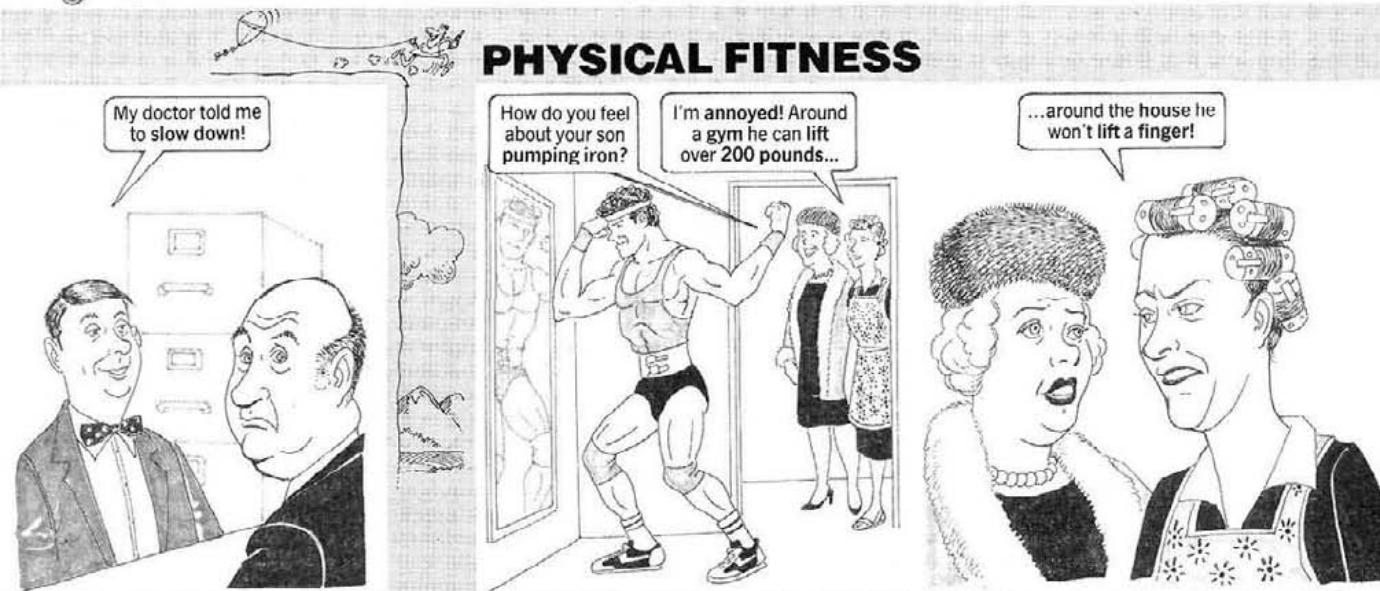
CRIME



FINANCES



PHYSICAL FITNESS



SCHOOL



APPOINTMENTS



GIVING THANKS



DOCTORS



WITHHOLDING FACTS DEPT.

We've all heard TV announcers blab about the results of an "independent nationwide survey" which supposedly proved how dearly we love their product. But ever wonder why those independent surveys always produce the results advertisers want? To get to the bottom of this, we conducted our own independent survey—through the waste baskets of big agencies! Unsurprisingly, we found all the negative results conveniently tossed out, while only the favorable pieces survived. So, get ready, 'cause here's part of MAD's newly found collection of..

NATIONWIDE SURVEY RESULTS THAT ADVERTISERS NEVER TELL US ABOUT

ARTIST: PAUL COKER

WRITER: TOM KOCH

THE SURVEY RESULT THEY TELL US ABOUT:



"Nine out of ten amateur photographers say they get brighter, sharper pictures with our new improved S35 Pilleroid than they do with a \$600 Thumbtax."

THE SURVEY RESULT THEY TELL US ABOUT:



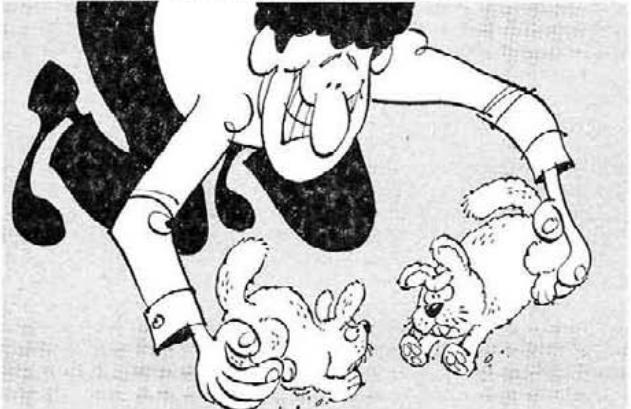
"We studied the performances of seven leading types of investment; and we discovered that mutual funds have outgained all the others."

THE PART WE'RE NEVER TOLD:



The \$600 Thumbtax is the professional model with manual focus, hand-held light meter and complex f-stop setting that nine out of ten amateur photographers will never be able to operate properly.

THE PART WE'RE NEVER TOLD:



The six investments they outgained were: state lottery tickets, Bolivian diamond mines, Las Vegas slot machines, the Irish Sweepstakes, football parlay cards and chinchilla breeding.

THE SURVEY RESULT THEY TELL US ABOUT:



"Talking with race car drivers on the NASCAR circuit, we found that 28 of this year's winners use Punzoil."

THE SURVEY RESULT THEY TELL US ABOUT:



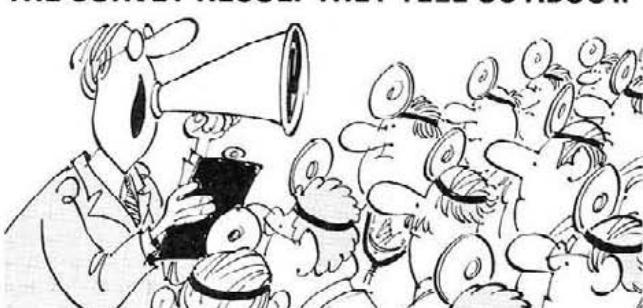
"When buying a multi-vitamin for their children, two out of three mothers chose One-A-Week brand."

THE SURVEY RESULT THEY TELL US ABOUT:



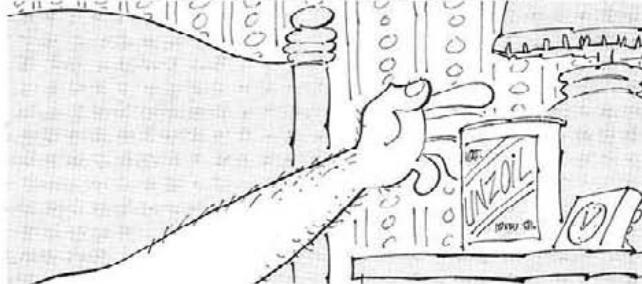
"Among those who try Prylenol once for headache relief, 66% choose it as their regular brand."

THE SURVEY RESULT THEY TELL US ABOUT:



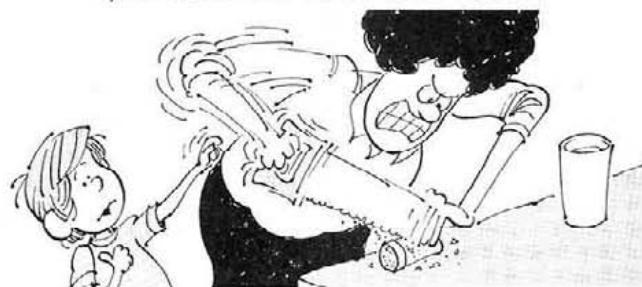
"We asked 1000 doctors what medication they would want to have with them if they were stranded on a desert island, and 38% chose new Triccadinol."

THE PART WE'RE NEVER TOLD:



Of those 28, 12 put it in their crankcases, 10 mix it with vodka, 5 use it to hold their hair in place and you wouldn't believe what the other one does with it.

THE PART WE'RE NEVER TOLD:



Of that number, eight of nine chose it because it's the only brand with a child-proof cap that the average adult is capable of easily removing.

THE PART WE'RE NEVER TOLD:



However, all 66% are miffed they must keep taking it on a regular basis, since they still have a headache.

THE PART WE'RE NEVER TOLD:



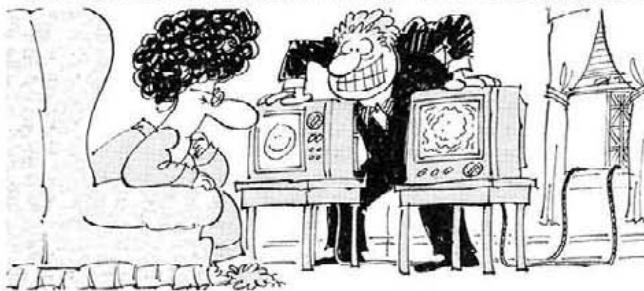
However, 54% of the doctors asked chose birth control pills because they would also want to have their office receptionists along with them.

THE SURVEY RESULT THEY TELL US ABOUT:



"We've been a-talking to cowboys around the rodeo circuit and eight out of ten told us they prefer chewin' a smokeless tobacco like Old Stockholm."

THE SURVEY RESULT THEY TELL US ABOUT:



"In an impartial comparison test, nine out of ten viewers said the 1988 Slobbovia TV had a sharper picture than the most popular Japanese import."

THE SURVEY RESULT THEY TELL US ABOUT:



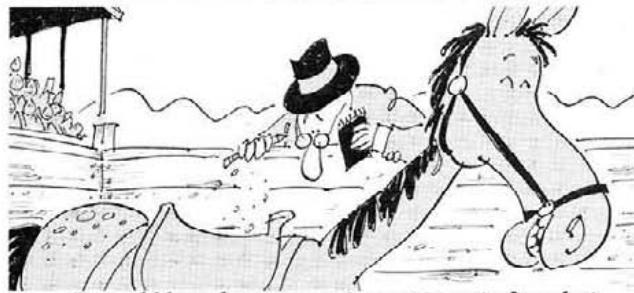
"For sound, restful sleep, more cold sufferers pick Nite-Out than all other cold medications combined."

THE SURVEY RESULT THEY TELL US ABOUT:



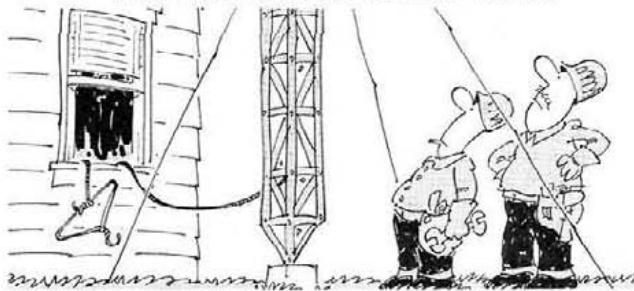
"Among new car shoppers interviewed at random, the majority said that they plan to buy a 1988 Hugo."

THE PART WE'RE NEVER TOLD:



"It would have been more than eight out of ten but they didn't count the guys who died of gum cancer caused by chewing tobacco during the interview."

THE PART WE'RE NEVER TOLD:



"Preparations for the test were also impartial, except that they connected the Slobbovia to a 40-foot antenna, and the import to a dinky wire coat hanger."

THE PART WE'RE NEVER TOLD:



"However, even more cold sufferers pick Shallow Wine, which tastes better and costs less. They don't mention that because, technically, booze isn't a medication."

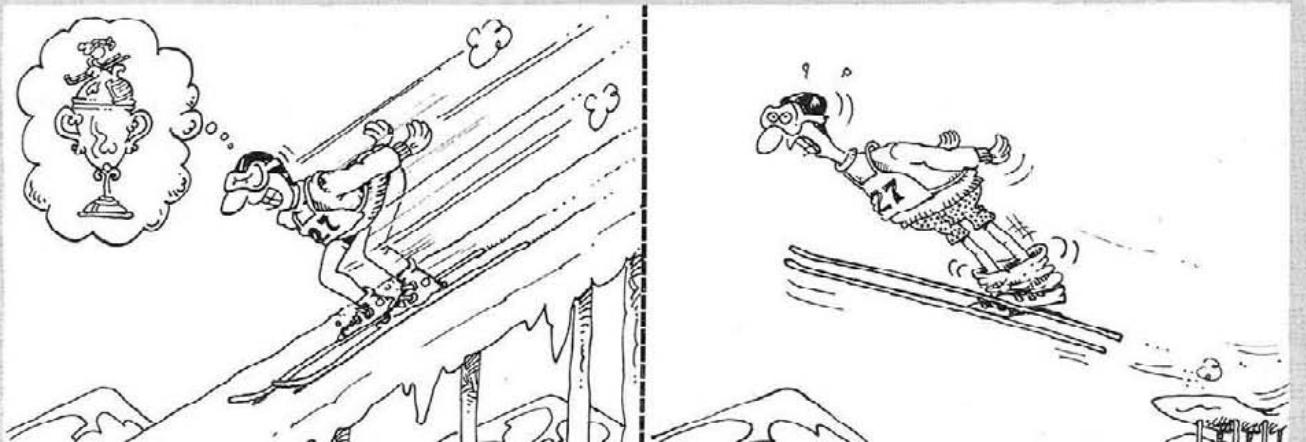
THE PART WE'RE NEVER TOLD:



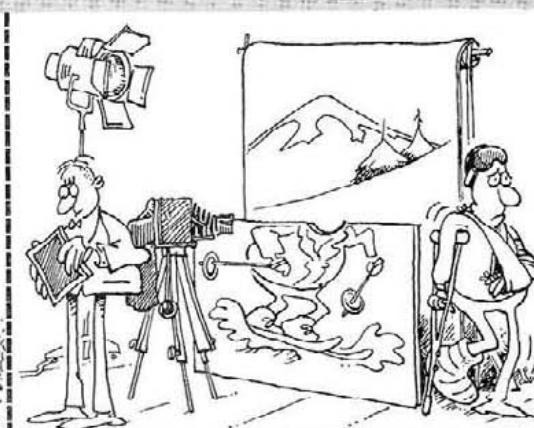
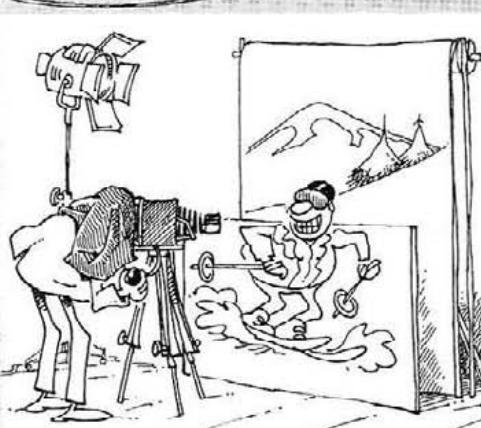
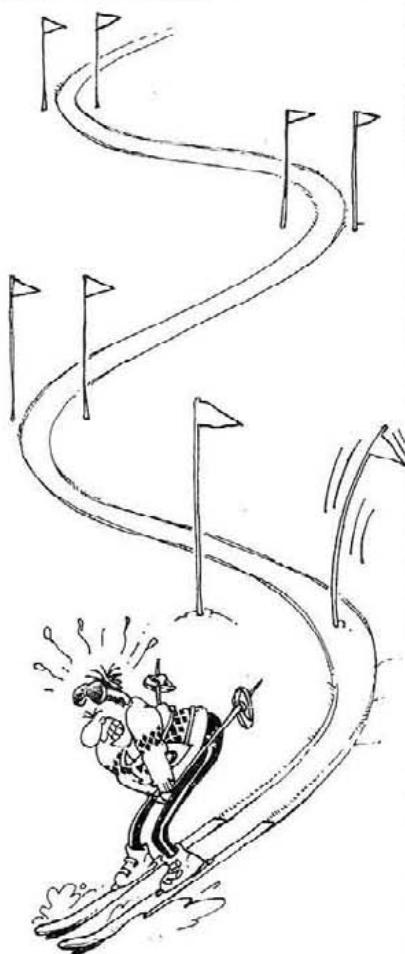
"These random interviews were held in Belgrade, where the Hugo is the only new car on the market the average worker can ever hope to afford."

A MAD LOOK

ARTIST AND WRITER: SERGIO ARAGONES



AT SKUNG... ...





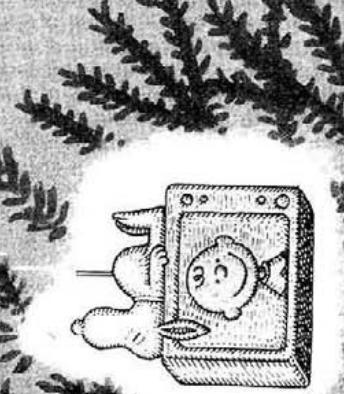
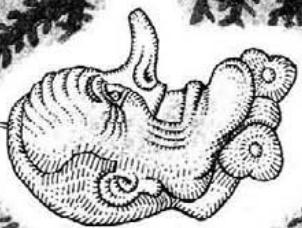
GREENBELL'S OFFICE DESK

One of the more successful exploitations of recent years is the bear commemorative Christmas ornaments. Hey, we like those little ranging things, but we feel manufacturers should be doing more.

Commemorative Christmas Ornaments

Illustrations by Bob L. Johnson

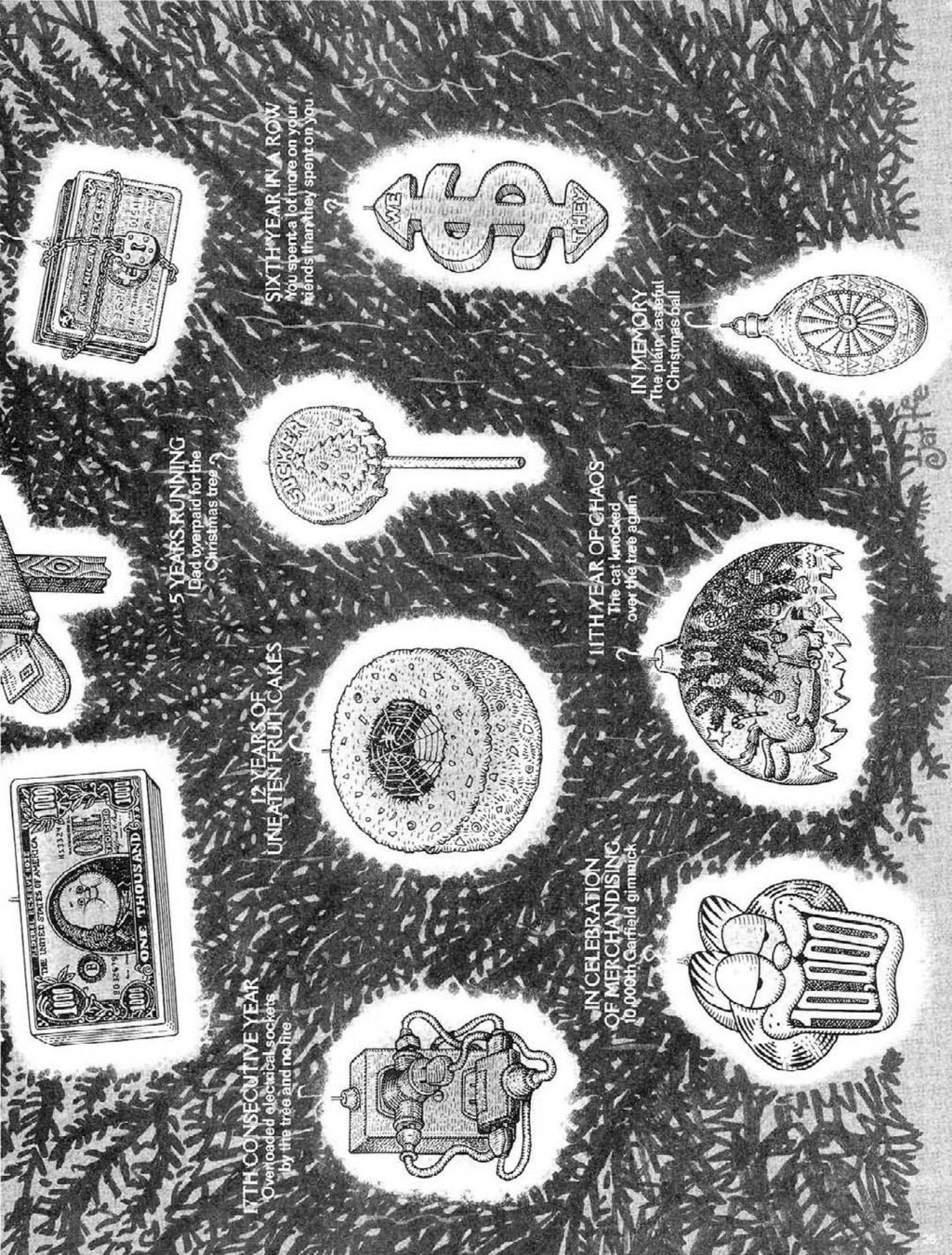
1971 NETWORK OF MEMORIALS
The Plumb's Christmas Story
The Bob L. Johnson Broadcast

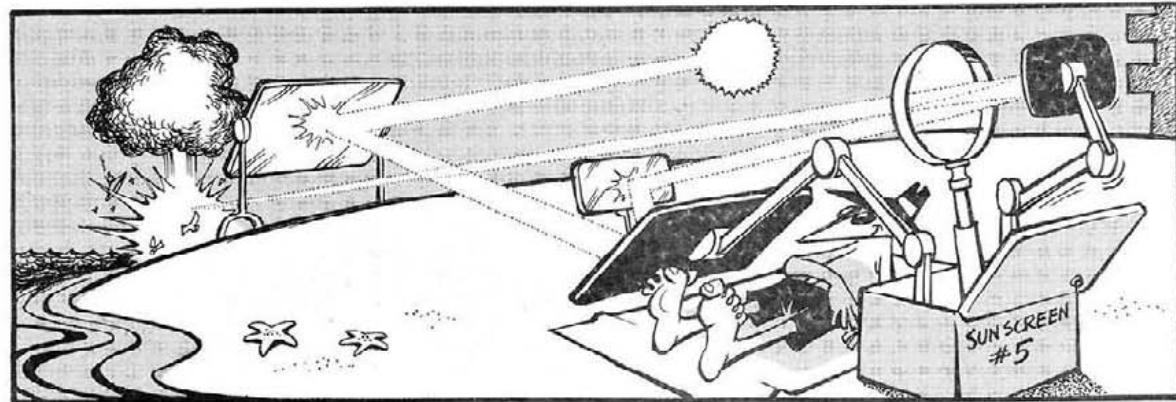
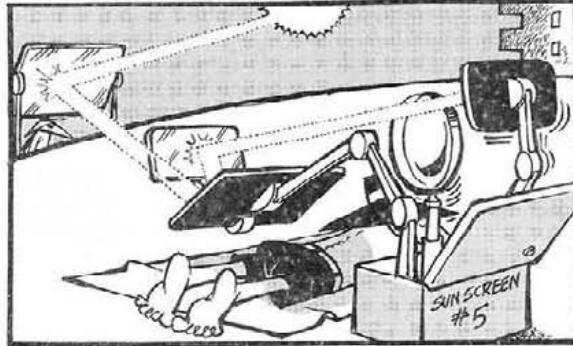
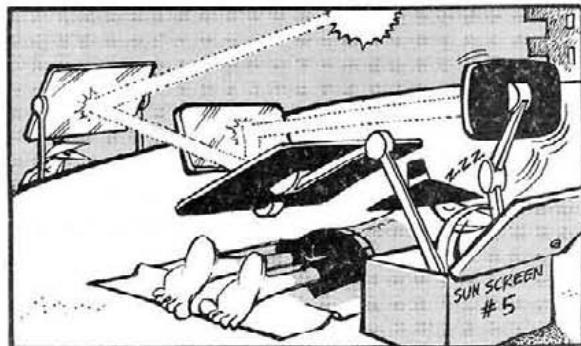
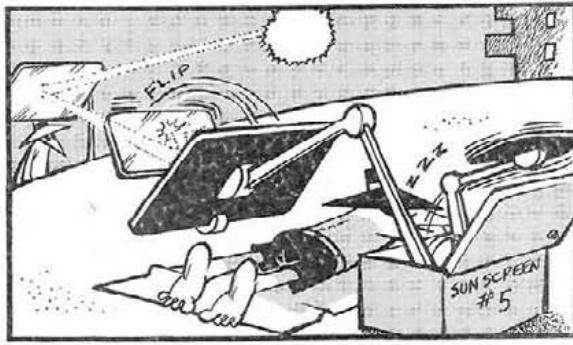
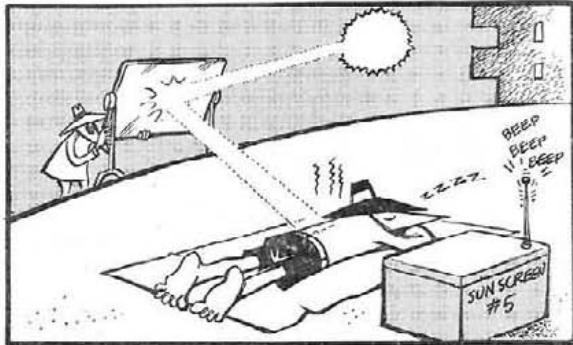
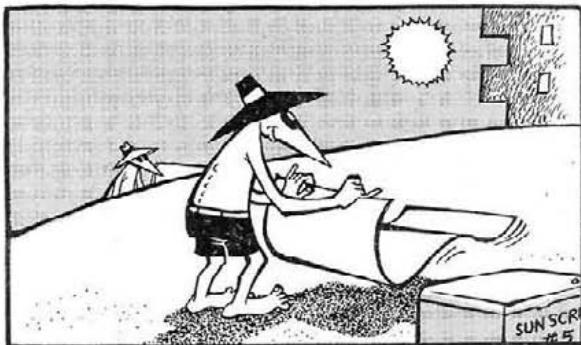
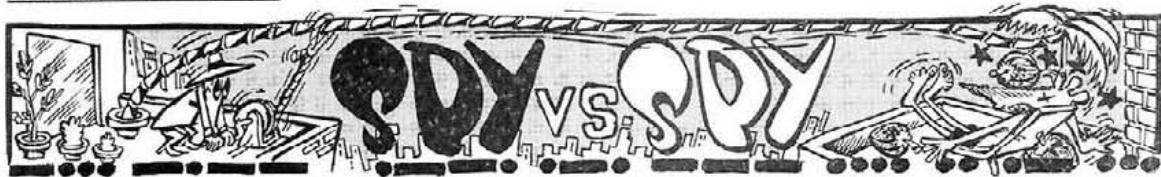


FOURTH STRAIGHT YEAR
Mailed out in Christmas
cards than you get back.

\$1000 CLUB
Campbell's Patch
paraphernalia

TENTH CONSECUTIVE YEAR
Mailed out on all Change





There was once a classic television show called "The Untouchables." It had powerful characters and crisp dialogue, and it entertainingly chronicled a feeling of what Chicago was like during the time of Prohibition. It became a cult favorite! Wouldn't you think Hollywood execs would leave well enough alone and keep a classic "untouchable"? Hoo-Hah! Get real! Not when there's mega-bucks to be made! They went ahead and made a feature film version of that popular series! For those who fondly remember the TV show, this new cast isn't the "Untouchables." They're more like...

THE UNWATCHABLES

ARTIST: ANGELO TORRES

WRITER: ARNIE KOGAN

Welcome to Chicago, 1931! It is a city of violence and corruption! It is a city run by **gangsters**! There's only one man who can put a **stop** to this! Unfortunately, **Superman** won't be created for another **seven years**! So, we'll have to settle for the chump here on my left!

Hi! I'm Elliot Nice! I'm a clean-cut, square, idealistic Treasury Agent! If J. Edgar Hoover and Snow White ever had a child, it would be me! I'm new in Chicago and have a lot to learn! All I know is I will try to live up to the Treasury Agent's oath: "An agent is trustworthy, loyal, helpful—"

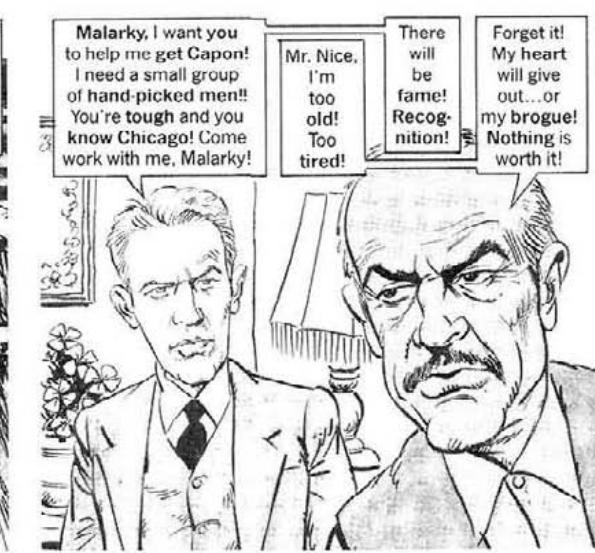
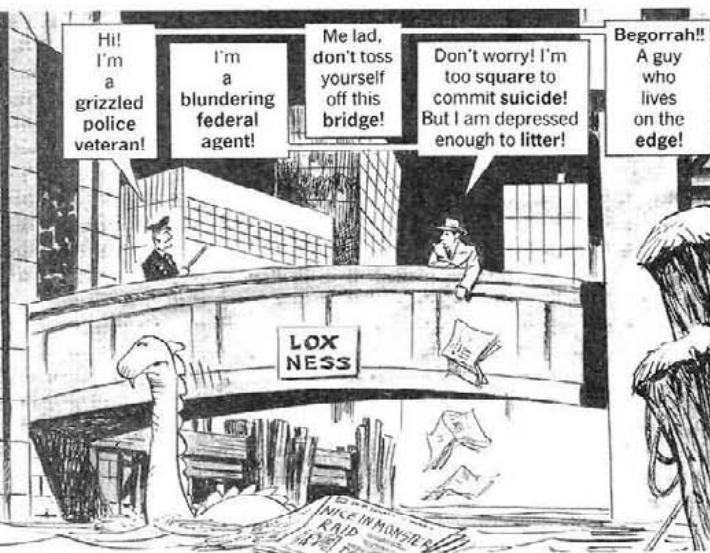
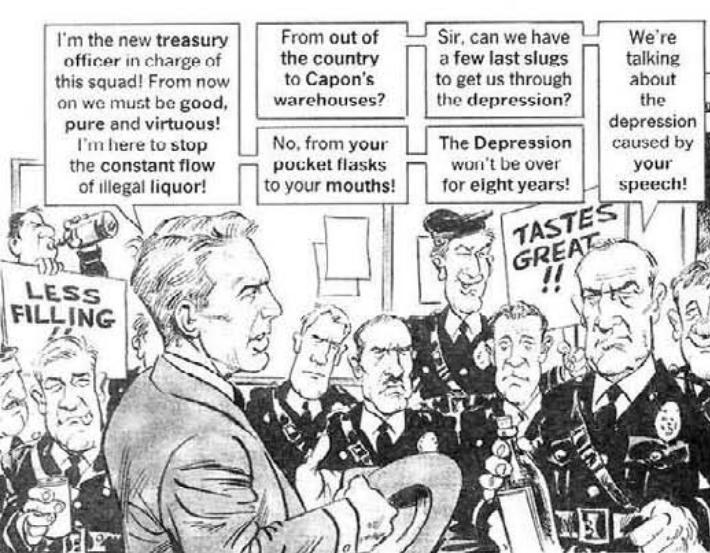
That's the Boy Scout oath, idiot!

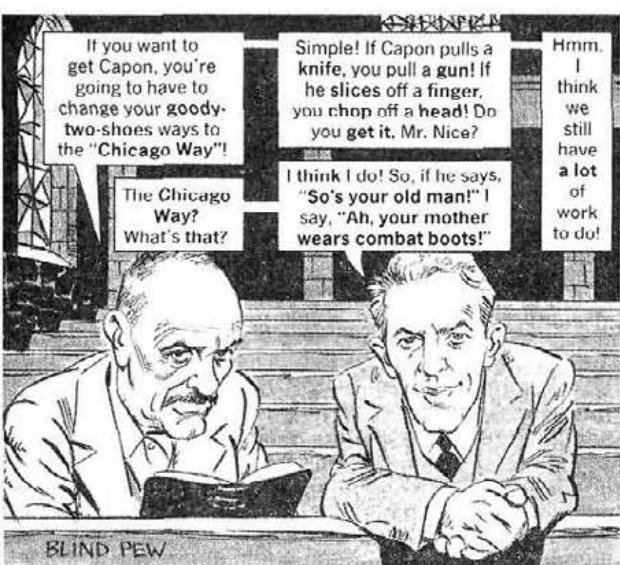
Oops! Sorry! I told you I had a lot to learn! Anyway, just as well! That Boy Scout oath is too dirty for us!

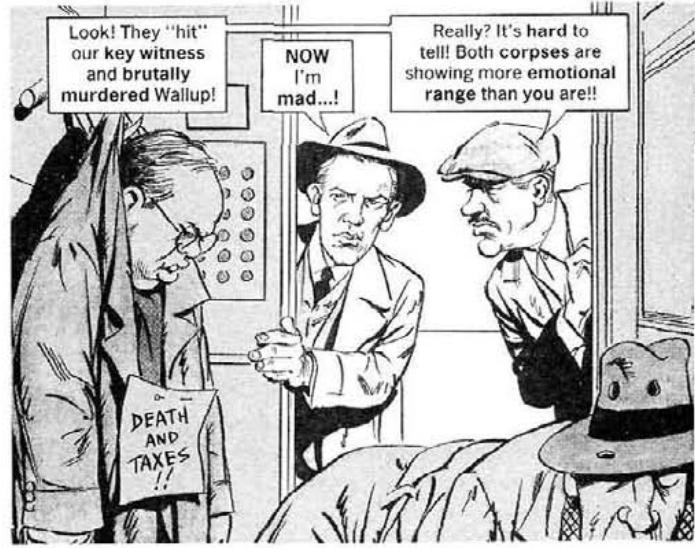
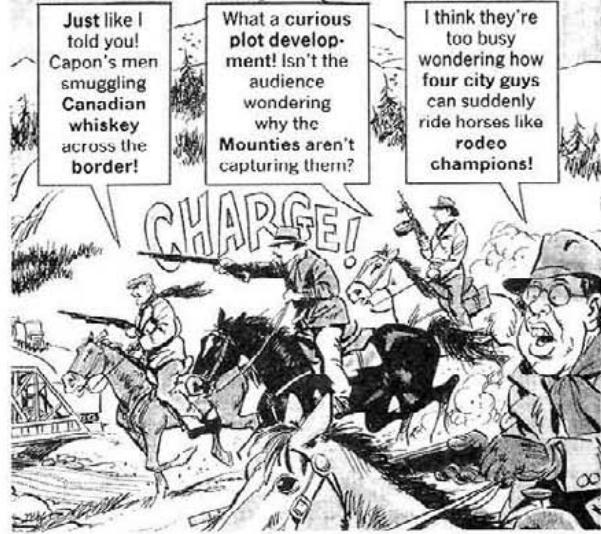
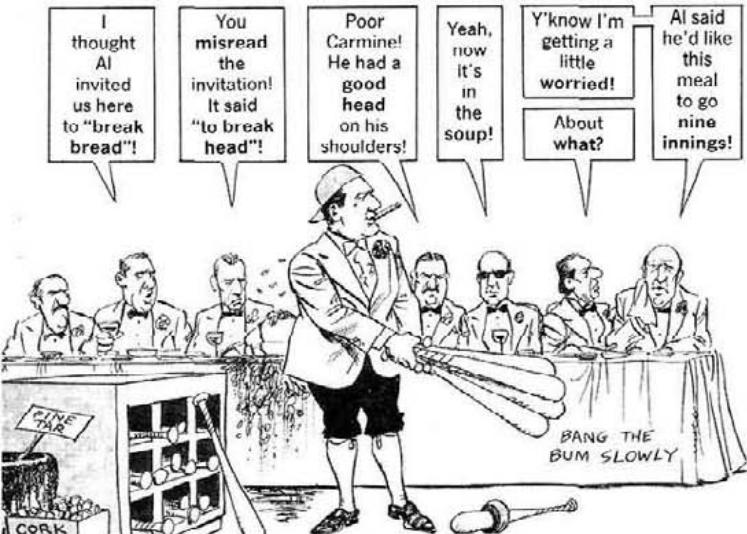
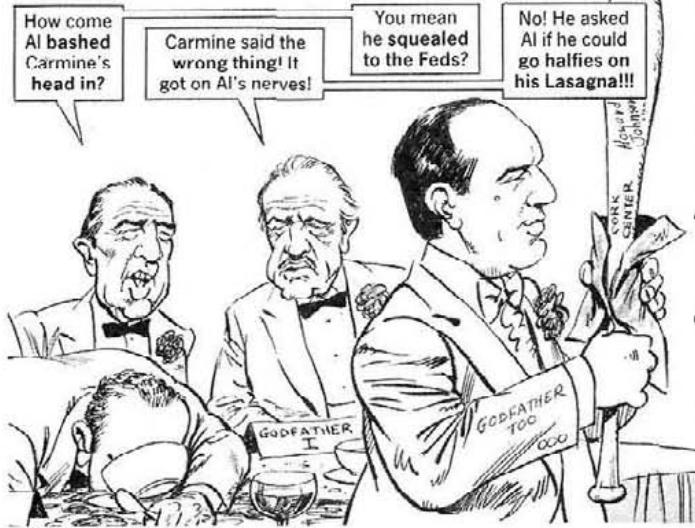
Hi! I make a film every fifteen years or so! Perhaps you remember me from *American Graffiti*! In that film, I was a nerd with a Chevy! My career has come a long way! Now I'm a nerd with a tommy gun!

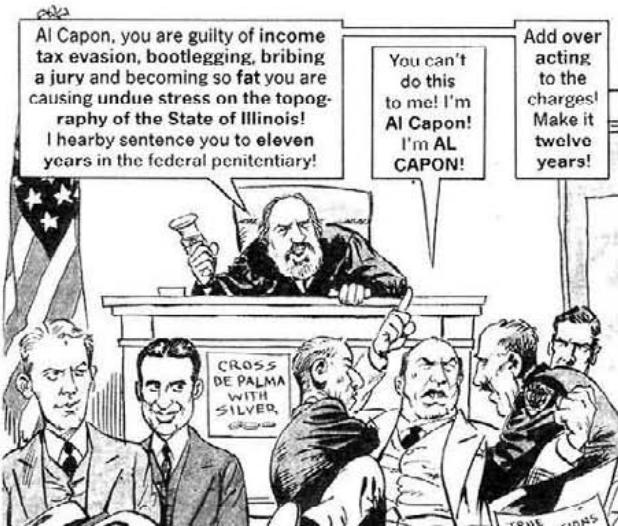
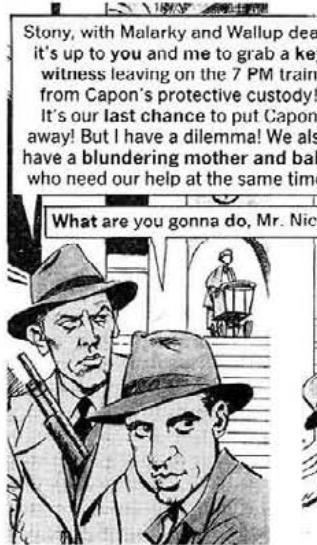
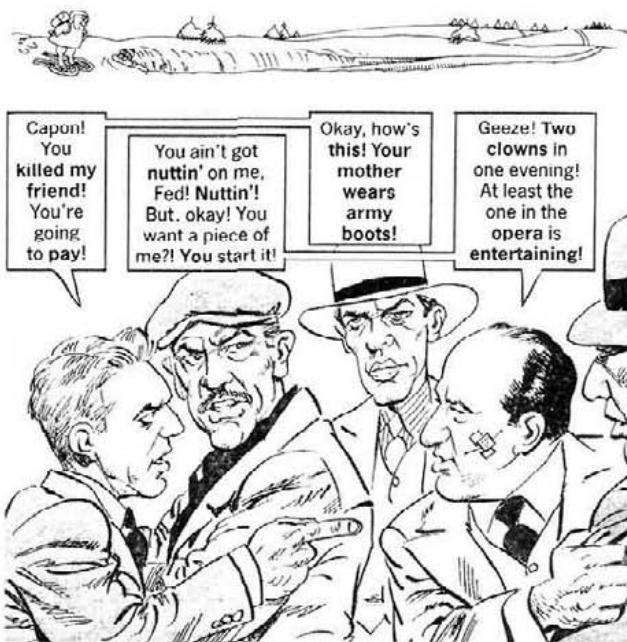
I'm Al Capon! I'm powerful and ruthless! I'm the King of Chicago! I own the Mayor! I own the cops! I own the courts! Obviously, the only thing I don't own is a calorie counter!





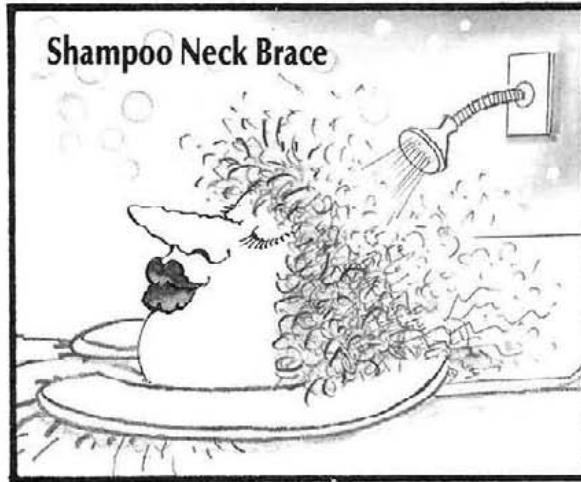






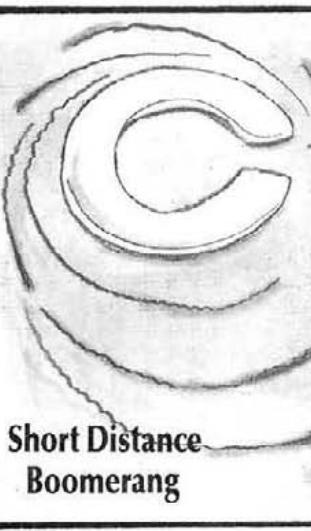
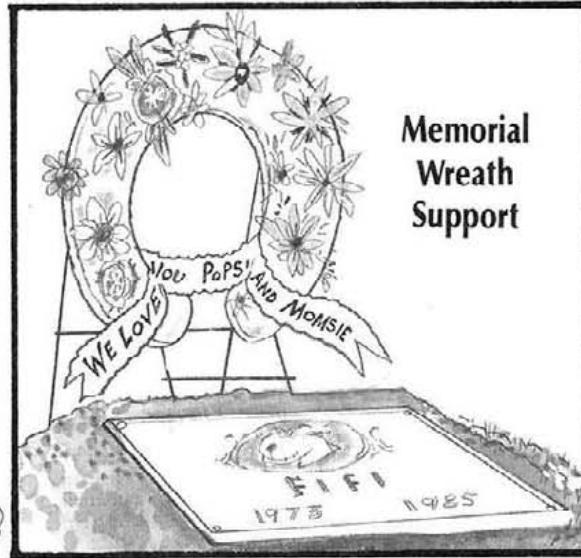
RECYCLING TO

Shampoo Neck Brace



Baby Walker

Snow Shoes

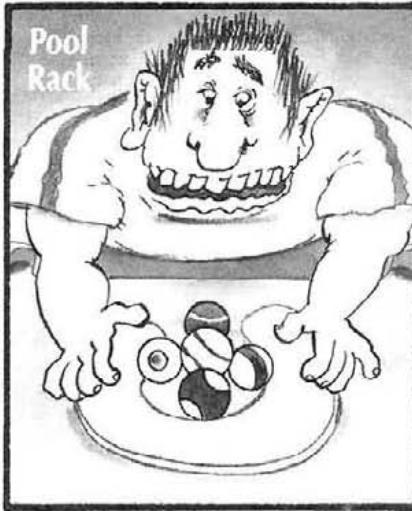


Short Distance
Boomerang

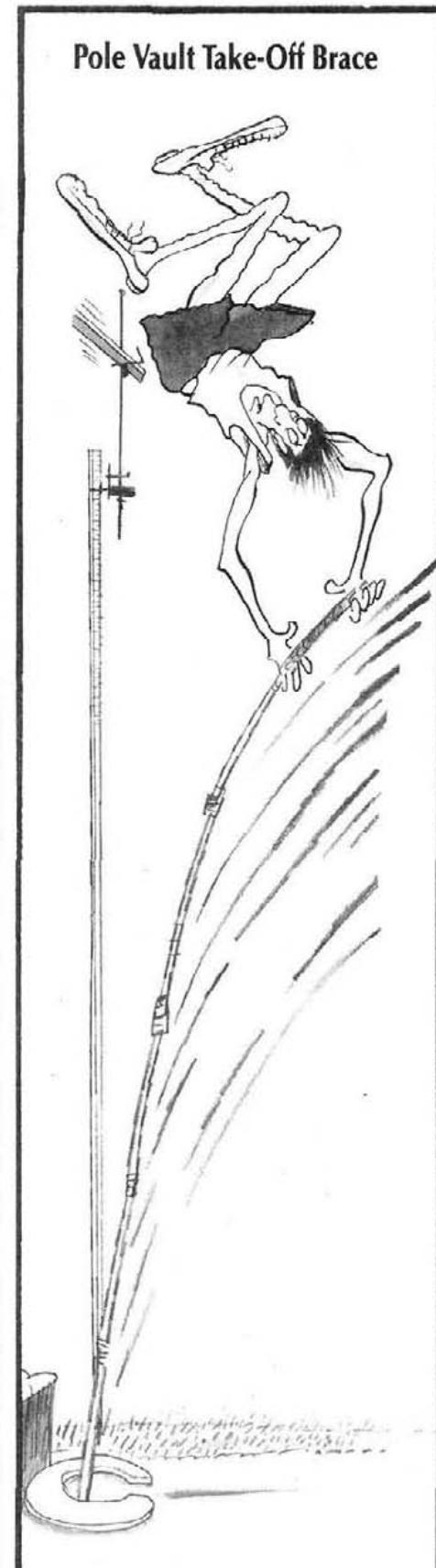


PILET SEATS

ARTIST AND WRITER: PAUL PETER PORGES



Life Saver



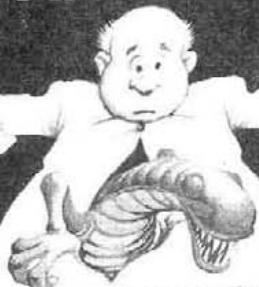
CLASH OF THE TIE-INS DEPT.

MERCHANDISING that HOLLYWOOD m



SPIN-OFFS missed out on

**ALIENS
ANTACID**

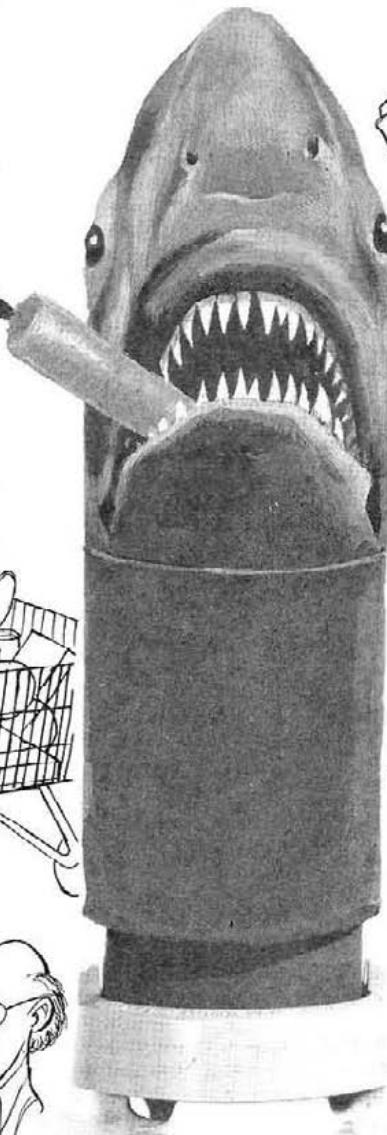


Tame the little monster
in your stomach!



**PSYCHO
TUB 'N' TILE
CLEANSER**

BATES THE HECK OUT OF
THOSE KILLER STAINS!

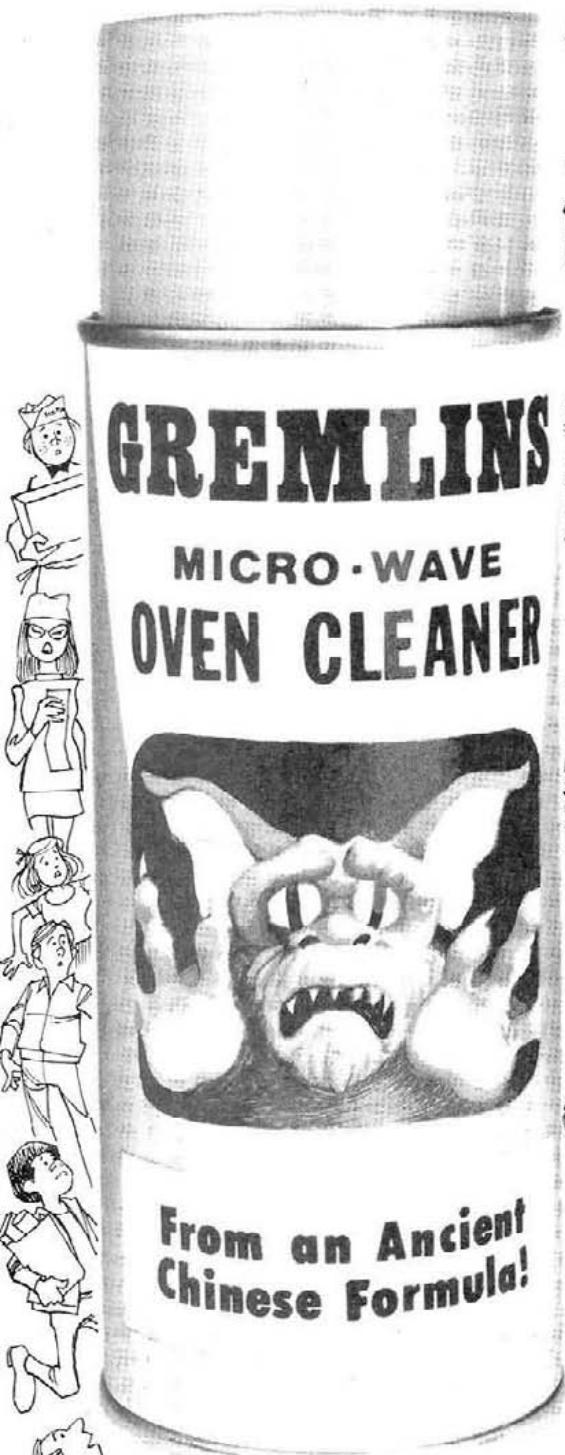


**JAWS
FOOD PROCESSOR**

Just when you thought it was safe
to blend and puree!

CHOP • SLICE • PUREE • WHIRL • MIX





Thinks the frisky cheerleaders
are the best part of the game.

Took Jimmy the Greek's word and
bet his week's salary on a rout.

OUR BLEACHER PRESENTATION DEPT.

The Mad People Watcher's Guide To A Typical Football Game

ARTIST: JACK DAVIS

WRITER: MIKE SNIDER

Listening to two other
games that sound more
exciting than this one.

Meant to get tickets
for Twisted Sister, but
got into the wrong line.





CHARITY D

ARTIST: GEORGE WOODBRIDGE

WRITER: TOM KOCH

Florida's Senior Citizens Desperately Need Pastel-Colored Slacks!



YOUR GIFT OF GARISH PANTS CAN HELP THEM
FULFILL THEIR DREAM TO LOOK RIDICULOUS!

The Turquoise Tush Society Balmy Palms, Fla.

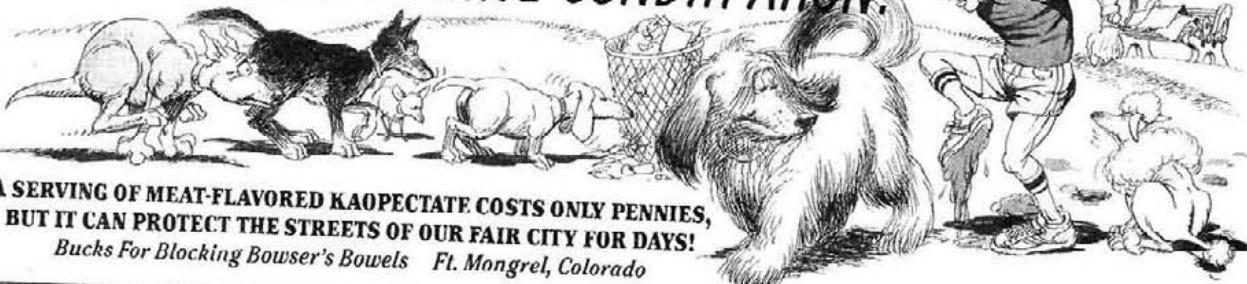
PRESERVE OUR SANITY! SILENCE ELEVATOR MUSIC!



DRAGGY INSTRUMENTALS IN PUBLIC PLACES ARE PREVENTABLE!
HELP OUR STRIKE FORCE SMASH A LOUDSPEAKER IN YOUR NAME!

Send Your Contribution To:
Fewer Opiates For The Masses, Inc.
Sleepy Hollow, N.Y.

STOP SLOGGING THROUGH DOGGIE-DOO! HELP PROMOTE CANINE CONSTIPATION!



A SERVING OF MEAT-FLAVORED KAOPECTATE COSTS ONLY PENNIES,
BUT IT CAN PROTECT THE STREETS OF OUR FAIR CITY FOR DAYS!

Bucks For Blocking Bowser's Bowels Ft. Mongrel, Colorado

RIVES

we'd like
to see...



STRANGLING CHECK-OUT COUNTER DAWDLERS IS JUSTIFIABLE HOMICIDE!



GIVE NOW TO SUPPORT RATIFICATION OF THE SHOPPERS' RIGHTS AMENDMENT!

Sponsored By: Mothers For Mayhem Washington, D.C.

George Steinbrenner NEEDS YOU!



*Dig Deep To Help George's "New York Yankees"
Acquire The Power Hitter They Desperately Need!*

Mail Cash Or Check To:
Bronx Bombers' Restoration Society, N.Y., N.Y.

SAVE THIS WRETCH FROM HUMILIATION WITH YOUR GIFT OF COUGH DROP MONEY!



**A MERE 69¢ CAN SILENCE A CHRONIC HACKER
THROUGH A WHOLE DOUBLE FEATURE PROGRAM!**

WON'T YOU HELP?

Crusade Against Theater Coughing
Barkers Gap, West Virginia

GET...

Boring Grammar Classes Took Out of Our Schools REAL QUICK!



THE CASH YOU GIVE AIN'T WASTED WHEN
IT CAN'T BUT HELP LET SCHOOL BOARDS
KNOW WHERE YOUR SENTIMENTS ARE AT!

*The U.S. Council For Good Enough Talk
Dangling Participle, Oklahoma,
Is Whereabouts To Send Your Donation To*

SAVE THE WIMPS!



A \$27 POLO SHIRT WITH AN ALLIGATOR ON THE POCKET
MAY CONVINCE SOME NERD THAT HE'S REALLY A HUNK!

WIMPISHNESS IS CURABLE!
GIVE TO STAMP IT OUT!

*Big Buddies Of Little Twerps, Inc.
Man Mountain, Tennessee*

TAKE YOUR REVENGE AGAINST JUNK MAIL SENDERS!
GIVE GENEROUSLY TO SWAMP THEM WITH JUNK MAIL



Your \$20 Donation Will Send 116 Unwanted Catalogues To The
Same Oafs Who Have Been Sending Unwanted Catalogues To You!

Sponsored By: "Occupants" United, Bulkrate River, Oregon

SEND AN UNDERPRIVILEGED FAMILY MAN TO LAS VEGAS



Two Weeks A Year, They Can Get Time Away From Their Jobs,
But Only You Can Help Them Get Away From Their Families!

DOLLARS FOR DREARY DADS
Hotel Whoopies—Suite 314 Las Vegas, Nevada



MUST THIS GRUBBY LITTLE KID GO THROUGH
ANOTHER WINTER WITHOUT A HANDKERCHIEF?

GIVE TO ELIMINATE THE DISGUSTING SIGHT OF
CHILDREN WIPING THEIR NOSES ON THEIR SLEEVES!

Dollars To Defeat Drippings, Nasal Springs, N.J.

"Mopping The Nostrils Of The Needy Since 1928"

MAY THE "SCHWARZ" BE WITH YOU DEPT.

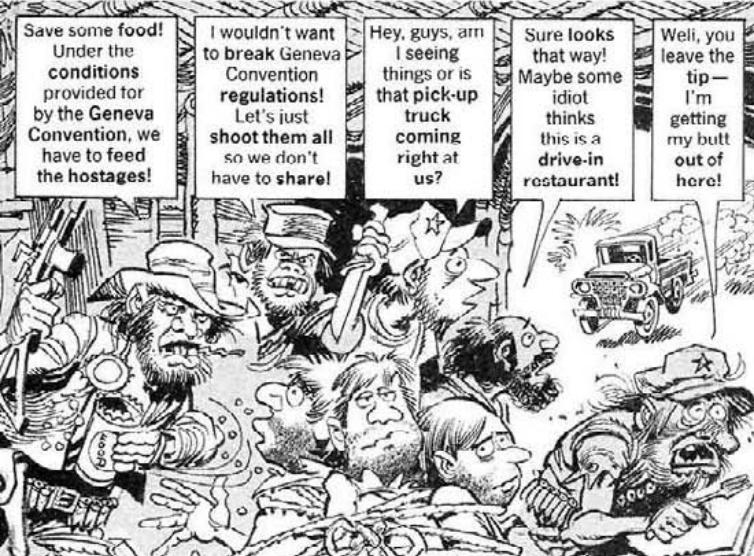
A man-eating alien creature? Wow! A fight to the death between the alien and one last survivor of his rage? Hoo-boy! Such an original premise! It's already been done! This creature isn't a Predator, he's just like his...

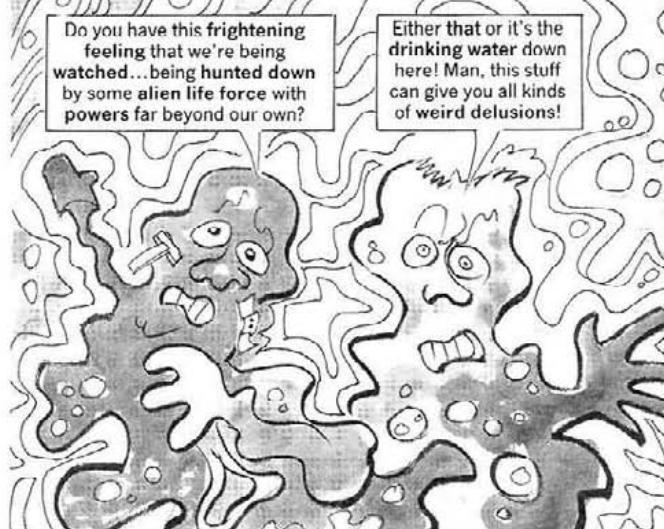
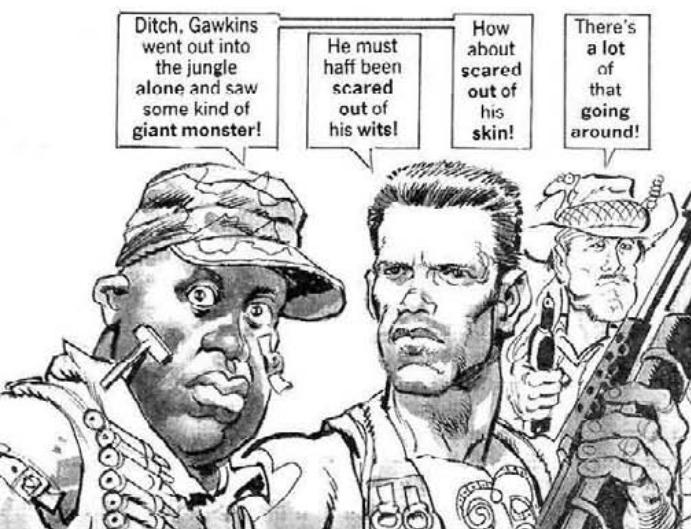
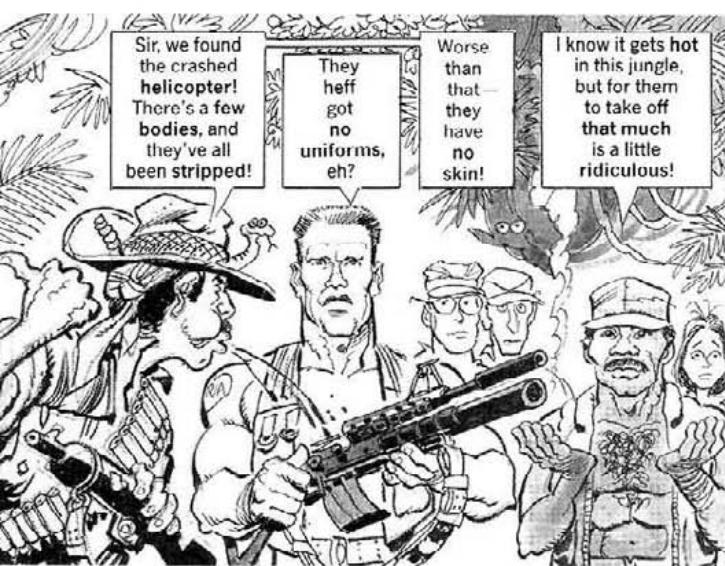
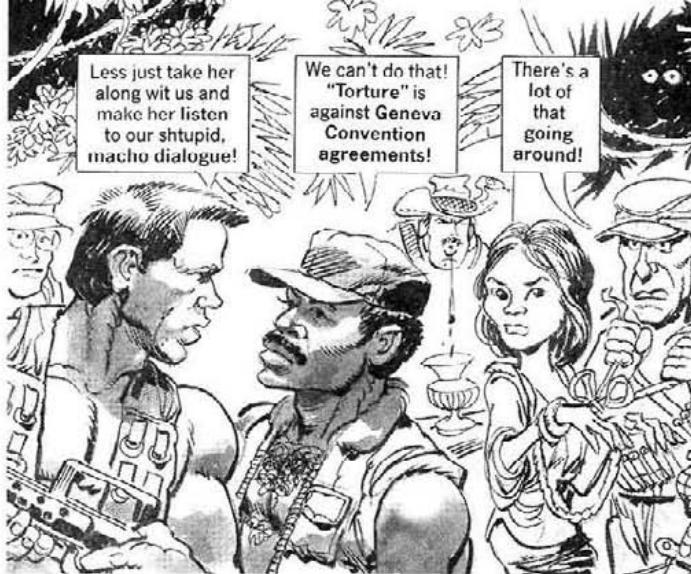
PREDECESSOR



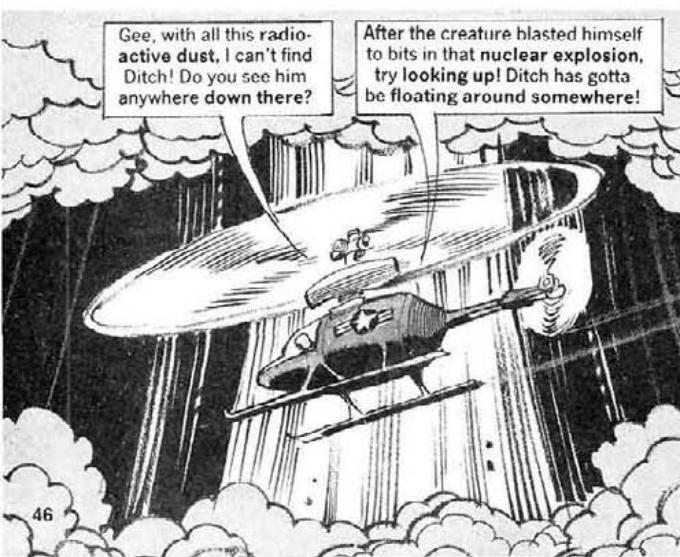
ARTIST: JACK DAVIS

WRITER: DICK DEBARTOLO









ONE EVENING ON SHERWOOD DRIVE





FRANK ON A ROLL DEPT.

TWO FOR THE ROAD

ARTIST: MORT DRUCKER

SOON TO BE PLAGIARIZED BY: SEN. JOE BIDEN

WRITER: FRANK JACOBS

The Donkey's very proud to be
The Democratic symbol;
A dedicated beast is he,
Sure-footed, smart and nimble;
But there's one load he's had to bear
That's made the going tough;
Let's hope the Party's now aware
One jackass is enough.

The Elephant has always said
Republicans are best;
But pondering the days ahead,
He's getting quite depressed;
How can he back the Party slate
That's running next November,
When saddled with a Chief of State
Who never can remember?

The Donkey is a basket case,
The Elephant a mess;
Yet both of them are in the chase
And hopeful of success;
With this in mind, it's safe to bet
That come Election Day,
No matter how we vote, we'll get
A turkey either way.

WHAT
MENACE
IS ZAPPING
THE ENERGY
OF TODAY'S
YOUTH?

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

"Tired, listless, wandering zombies" is what best describes today's youth. To find out what's having this profound effect on them, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"



LATELY, SCHOOL KIDS ARRIVE SO TIRED, THEY CONFUSE NIGHT WITH DAY. STUDENTS WHO ARE NORMALLY DEDICATED AND AVID SCHOLARS NOW FALL ASLEEP. NOT ONLY ARE THEY LETTING GRADES SLIP IN LESS POPULAR FRENCH AND GERMAN LANGUAGE CLASSES, BUT IN ALL OTHERS AS WELL.

A

B

MAD'S CLIP 'N SAVE MONEY SAVING COUPONS

25¢
17562
MANUFACTURER'S COUPON EXPIRES IF COUPON IS USED
SAVE 25¢ NOW!
ON **HELLMEANS.**
REAL MAYONNAISE
17562
25¢
25¢
25¢
25¢
37670 551944

CUSTOMER: This coupon good only if you buy the following combination of our fine products: One 2-pound jar, two one-pound jars, or three half-pounds of Hellmeans Real Mayonnaise, plus one 4-ounce jar. RETAILER: Don't come looking in for your 25¢ back! Look how much mayonnaise we got your customers to buy!

25¢
1976/cas
MANUFACTURER'S COUPON EXPIRES IN 3 DOG MONTHS
SAVE \$1.00
on any 200 lb. bag of **ReCycle5**
DRY DOG FOOD
FOR THE HEREAFTER LIFE OF YOUR DEPARTED DOG
1976/cas
6200017800
RETAILER: Games Dogfood will reimburse you for the face value of this coupon plus 8 cents when accepted in accordance with our redemption policy (which specifically forbids redemption of these coupons). Cash value: 0000000.

20¢
ON ONE
MANUFACTURER'S COUPON EXPIRES SOON
SAVE 20¢ ON ONE CASE OF
Campbell's
Cream of Leftovers
20¢
ON ONE
13579 000001

CONSUMER: Only one coupon can be used in your Market. Read only on product indicated, which is no longer made by us. RETAILER: You must be able to produce on request, invoices proving purchase of stock equal to the exact number of coupons you turn in, plus the number of lawsuits arising from the health hazards involved in eating this soup. Void where prohibited. Prohibited where void. Void and prohibited where not allowed.

20¢
HURRY! EXPIRES 12/31/86
MANUFACTURER'S COUPON
**COUPON
DU JOUR...**
20¢
ON ONE
SAVE 75¢
on ANYTHING
ANYWHERE in the WORLD!
1976/cas
6200017800
RETAILER: If you find a retailer dumb enough to redeem this coupon, please notify us immediately as we have 10 million more of them in our warehouse. RETAILER: We will redeem this coupon for the face value providing you pay our normal one dollar per coupon handling fee. Facsimiles of this coupon will be accepted for an additional 10¢ charge.

80¢
MANUFACTURER'S COUPON EXPIRES WITHOUT NOTICE
SAVE 80¢
on any size of **TANGY**
Flavor-Free
80¢
TANGY
SOFT-OF
DRINK
RICO 1492 00
GENERAL FOOLS CORPORATION
768017250 5

Customer: This coupon is good only on product indicated, unless you get a near-sighted cashier, in which case you should be able to redeem it on just about any product in the store! Retailer: Contact General Fools when you have saved up at least \$35,000 worth of these coupons, and we'll see what we can do about redeeming them. Mail to: General Fools Corporation, P.O. Box 8888, Cankersore, IL 60902.

80¢
MANUFACTURER'S COUPON EXPIRES UPON PRESENTATION TO CASHIER
SAVE 50¢
on NEW **Kellogg's**
FIBER FLAKES
with added Fiber Optics
80¢
KELLOGG'S FIBER FLAKES
1066 485M
KILLOGGS CORP. Battlecreek, Michigan.
CONSUMER: This coupon must be accompanied by required purchase of any size product coupon which can be found on your grocer's shelf. It may be not copied or transferred, however, a good tracing may be acceptable.
RETAILER: Please notify us if you get a lot of people coming in with these coupons so we can start manufacturing this product.